



WEBTOON CONTENT PERFORMANCE AND USER ENGAGEMENT METRICS

TASK DETAILS

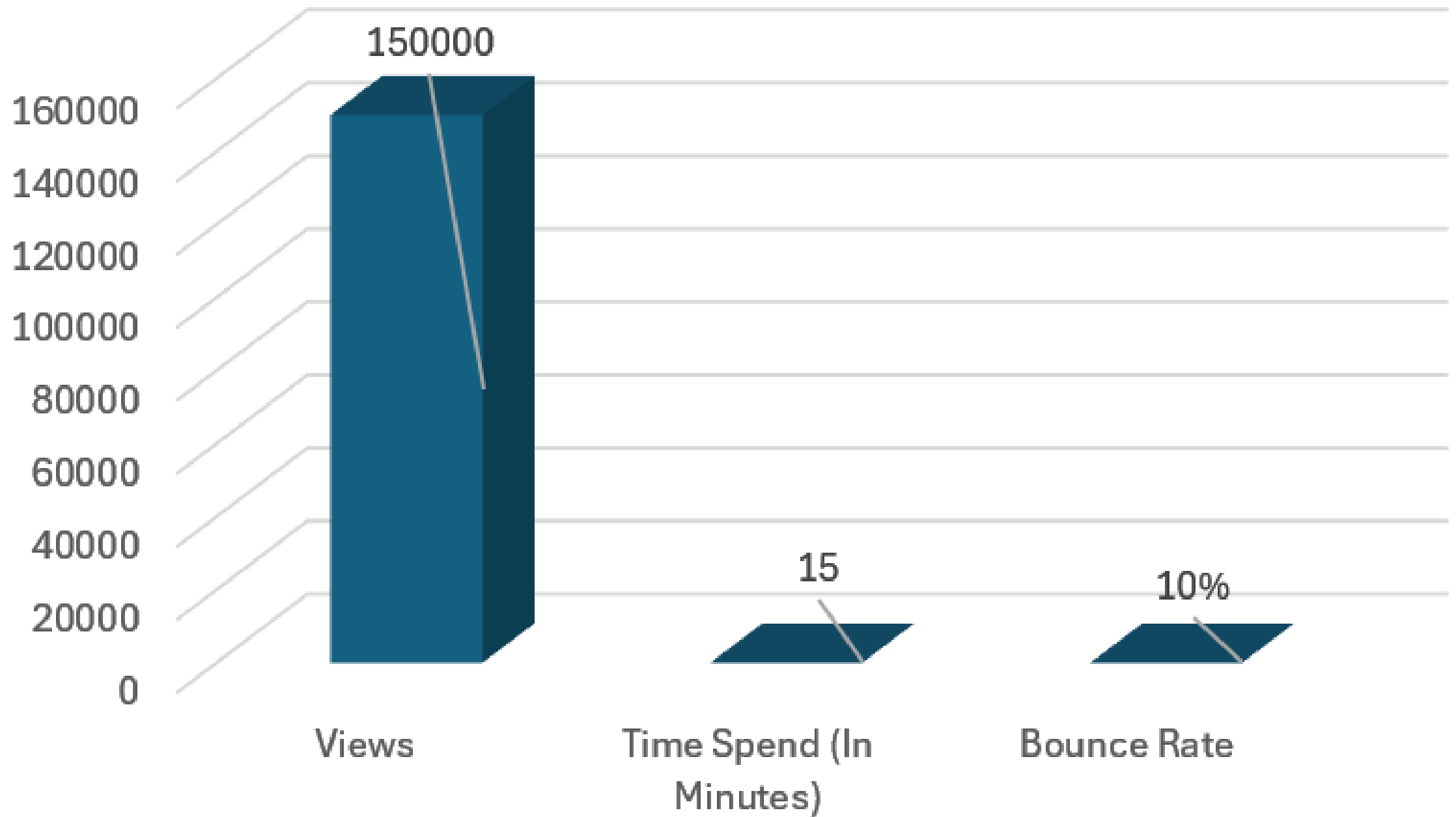
- Review the article “Why is the **Tower of God Show So Popular?**” and imagine it has user data such as page views, average time spent, and bounce rate. Analyze these metrics and create visualizations (bar graphs, pie charts) to identify engagement trends.
 - Suggest two strategies to increase the average time spent on the page based on your analysis.
- Analyze user interaction data for “**Refund High School Chapter 22-30: The New Arc of Mook**” and propose an A/B testing strategy. Recommend content changes to test (e.g., different headlines, visuals) that may improve user retention and reduce bounce rate.
- Use “**11 Best Solo Leveling Arcs in the Manhwa to Read Now**” as a case study. Develop a report that outlines user segmentation based on demographics or behavior (e.g., age group, returning vs. new visitors) and suggest ways to tailor content for these segments.

TOWER OF GOD – ANALYSIS

Here are two strategies to boost audience retention for the "Tower of God" content:

1. Engaging Storytelling and Character Development: Continue to highlight the unique narratives and character arcs in "Tower of God," particularly the protagonist's journey. Creating detailed backstories and emotional connections will keep viewers invested in the characters and their challenges, encouraging them to return for more content.

2. Interactive Content and Community Engagement: Introduce interactive elements like polls, quizzes, or discussion forums related to episodes or character choices. Engaging the audience in discussions about their favorite moments or theories can foster a community feeling, encouraging viewers to revisit the platform regularly.



REFUND HIGH SCHOOL

A/B Testing Strategy:

- **Headline Changes:** Use attention-grabbing titles that highlight key elements (e.g., “Discover Mook’s Newest Challenges!”).
- **Visual Changes:** Incorporate high-quality images or character art that resonate with the audience.

11 BEST SOLO LEVELING ARCS IN THE MANHWA

User Segmentation:

1.Demographics:

1. Age Groups:

1. **13-17 Years:** Teenagers exploring the world of manhwa.
2. **18-24 Years:** Young adults looking for deeper narratives.
3. **25+ Years:** Older fans who appreciate classic themes.

2.Behavior:

1. **New Visitors:** Seeking introductory content and character overviews.
2. **Returning Visitors:** Interested in detailed analyses and upcoming arcs.

•Age Distribution:

- 40% (13-17), 35% (18-24), 25% (25+)

•Visitor Behavior:

- 60% returning, 40% new visitors.

Content Tailoring Suggestions:

- For Teenagers:** Use relatable language and visuals, introduce characters and arcs simply.
- For Young Adults:** Include thematic discussions and character analyses.
- For Returning Visitors:** Offer exclusive insights, fan theories, and updates on future arcs.

These strategies can help enhance engagement and user satisfaction.



THANK YOU